

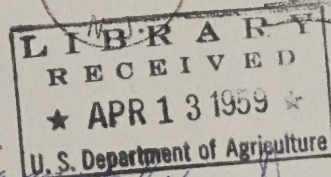
62

f

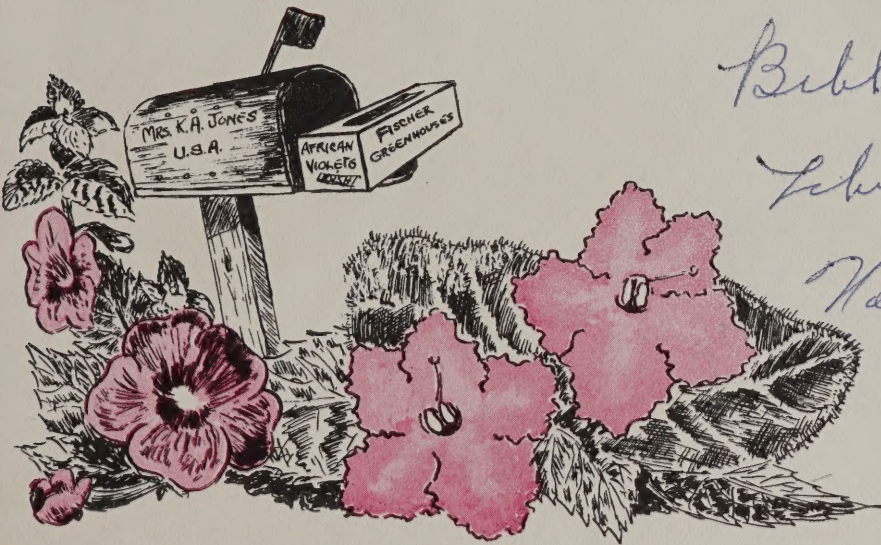
LINWOOD

Fischer . GREENHOUSES

NEW JERSEY



*Bibliography Division
Library U.S. Dept of Agriculture
Washington 25, D.C.*



Violets - By - Mail

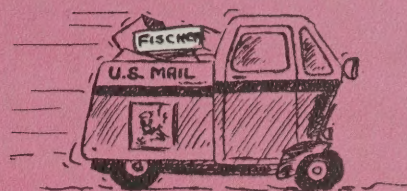
FORM
3547
REQUESTED



AMERICA'S
FINEST

AFRICAN VIOLETS

... by Mail



new doubles...

- ★ **FLAIR** (10PB5/9)—excellent clear blue double showing much pollen, heavy flowering open grower with fine glossy girl foliage—a blue ribbon winner.....\$2.00
- ★ **COQUETTE** (5P4/9)—very full frilled deep lavender, spectacular in full bloom, slightly waved foliage.....\$2.00
- ★ **MAY DANCE** (10P7/7)—medium growing frilled double pink, wavy foliage.....\$1.50
- ★ **LAVENDER SPICE** (7.5P3/9)—large full double with dark lavender center shading to a lighter tone, glossy foliage.....\$1.50
- ★ **CANDY COTTON** (2.5RPB/5)—large flowered and strong growing pink double with great profusion of bloom, medium green foliage.....\$1.50
- ★ **CARIBBEAN** (2.5P3/8)—giant bright blue blossoms with attractive waved foliage, an eye catcher showing much pollen.....\$2.00
- ★ **FRIVOLOUS LADY** (7.5P5/10-4/10)—highly fringed and unusual two tone lavender, medium grower and outstanding novelty..1.50

singles...

- ★ **JERSEY MIST** (10PB6/8)—wispy light blue flower with attractive girl foliage, open grower and very prolific bloomer....\$1.50
- SPOTLIGHT** (2.5RPB/5, center 7.5RP4/11)—light pink flower with center of clear cerise red, a standout.....\$1.50
- ★ **OCEAN WAVES** (2.5P3/8)—deep purple blossoms with interesting petal wave, easy bloomer and dark glossy foliage..\$1.00
- ALASKA**—heavy blooming white with fine girl foliage....\$1.00
- CHERRY PINK** (2.5RP7/8-6/10)—excellent large flowered deep pink single.....\$1.00
- FIRE DANCE** (10P4/10-3/9)—the very best "red" with exceptionally large flowers in great profusion, fine foliage and always a best seller.....\$1.50
- BLUE FANTASY** (10PB5/9-3/10)—prolific bloomer with medium blue flowers streaked with rays of deep blue, tall stems and a strong "fantasy" grower.....\$1.50

the little giants...

Semi miniature plants with double flowers of exceptional size. Attractive foliage and three clear colors.

- LITTLE GIANT PINK** (2.5RPB/5).....\$1.50
- LITTLE GIANT PURPLE** (2.5P3/8).....\$1.50
- LITTLE GIANT BLUE** (10PB3/10).....\$1.50

episcias...

Exotic vines akin to the African Violets but with somewhat greater light requirement. Ideal specimens for hanging baskets, wall brackets or shelves where light is ample. Perfect color compliments to your violets.

- ★ **TROPICAL TOPAZ** (5Y9/9)—lemon yellow flowers in great profusion at the crown and along the handsome glossy green vine.....\$2.00
- ★ **ACAJOU** (7.5R5/13)—flowers of bright poinsettia red and exceptionally fine variegated foliage make this an outstanding horticultural specimen.....\$1.50
- ★ **PINKISCIA** (7.5RP6/12)—luscious deep pink flowers combine with interesting chocolate green foliage to make a fine effect..\$1.50

fringed varieties...

- ★ **JERSEY BEAUTY** (5RP6/10)—deep pink fringed blossoms of unusual size and texture, fine foliage, one of our best..\$2.00
- ★ **DESIREE**—very large ruffled white blossoms, medium green foliage slightly curled at edge.....\$1.50
- ★ **BRIDAL LACE**—semi-double fringed white flowering on strong upright stems, heavy bloomer. A flower show favorite..\$1.50
- BLUE CASCADE** (10PB3/10)—still our best fringed blue, dark wavy foliage.....\$1.50
- MAUVE CASCADE** (7.5P7/7)—finest deep mauve fringe, spectacular bloomer.....\$1.50
- AZURE CASCADE** (10PB5/9)—very fine medium light blue fringed, attractive waved foliage.....\$1.50
- OCEAN SPRAY** (10PB7/6-6/8)—huge ruffled flowers with pale to medium blue mottling, tall flower stems, a strong grower \$1.50
- FROSTY MORN**—medium growing white frilled, with flowers somewhat smaller than Desiree.....\$1.00

geneva types...

- ★ **RINGMASTER** (5P4/9)—slightly cupped red-lavender, flowers of good size and texture with fringed white border, deep green waved foliage.....\$1.50
- LAVENDER HALO** (5P6/7-4/9)—large red-lavender flowers edged white, excellent grower and very profuse bloomer.....\$1.50
- BLUE HALO** (10PB3/10)—fine clear blue Geneva, otherwise similar to its lavender counterpart.....\$1.50
- PIRATE GOLD** (2.5P3/8)—deep purple fringed flowers surrounded by perfect chartreuse edge, unusual white spot under pollen, a small growing novelty.....\$1.50
- PINK MIRACLE** (2.5RPB/5, edge 6/10)—large pink blossoms surrounded by deep pink, slight ruffled edge, fine bloomer \$1.50

popular doubles...

- RASPBERRY RED** (2.5RP4/10)—a "fluorescent" reddish pink, a medium grower and profuse bloomer.....\$1.50
- EDNA FISCHER** (10P3/9)—lovely plum shade double, white edged with foliage reddened below.....\$1.00
- LYON'S PINK CLOUD** (2.5RPB/5-7/8)—remains a very popular double pink with richly colored blossoms and free blooming habit.....\$1.50
- THE NEW ALMA WRIGHT**—clusters of pure white, fully double blossoms, many highlighted with pollen center.....\$1.50
- CAMEO** (5RPB/5)—very pretty frilled light pink flowers, dark green foliage and semi miniature grower.....\$1.50
- PINK CONSTELLATION** (10P5/10)—lavender pink sport of Pink Cloud, flower flecked white.....\$1.50
- SEAFOAM**—fully double pure white frilled, with considerable pollen.....\$1.50
- SEASPRAY** (10PB6/8)—giant pale blue flowers shaded to white highly fringed and true to name, a fine bloomer, very pretty and popular.....\$2.00
- CARNATION FRILLED PURPLE** (2.5P3/8)—giant deep purple blue flowers, frilled and with attractive pollen center, deep green foliage.....\$1.50
- CARNATION FRILLED BLUE** (10PB3/10)—giant deep blue flowers, otherwise like its purple counterpart.....\$1.50

▶ The code designation accompanying the varietal names refers to colors on the Munsell Color Fan, published by the American Horticultural Council. Owners of the "Fan" will find color comparisons of considerable interest.

★ New Introductions for 1959

SPECIAL OFFERS—

Any \$ 6.00 Selection	Only \$ 5.25	Any \$20.00 Selection	Only \$16.50	Postpaid
Any \$ 7.50 Selection	Only \$ 6.50	Any \$25.00 Selection	Only \$20.00	Postpaid
Any \$10.00 Selection	Only \$ 8.75	Any \$35.00 Selection	Only \$27.50	Postpaid
Any \$15.00 Selection	Only \$12.75	Any \$50.00 Selection	Only \$37.50	Postpaid
All 43 Plants in Color Spread—Regular Value \$65.00 Only \$47.50 postpaid.				





Caribbean

Ocean Spray

Edna Fischer

Cherry Pink

Pirate Gold

Pink Miracle

Lavender Spice

Candy Cotton

Frosty Morn

Sea Foam

Sea Spray

Fire Dance

Jersey Mist

Ringmaster

Spotlight

Cameo

Pink Constellation

Frivolus Lady

Blue Fantasy

Episcia Pinkiscia

Azure Cascade

Desiree

Flair

Ocean Waves

Episcia Tropical Topaz

Episcia Acajou

Blue Cascade

Mauve Cascade

May Dance

The New Alma Wright

Raspberry Red

Lyon's Pink Cloud

Carnation Frilled Blue

Jersey Beauty

Coquette

Blue Halo

Lavender Halo

Little Giant Pink

Alaska

Carnation Frilled Purple

Bridal Lace

M. R. Sheehan

IT'S EASY TO GROW GOOD VIOLETS AND EPISCIAS

It is easy and the rules are few and simple. But they must be followed. Here are the most important points to consider.

LIGHT—Always remember that "More light will generally bring a shy bloomer into flower". People often give their plants too little light. Violets even like some direct sunshine, though prolonged exposure will cause a yellowing or "sunburn". It is generally advisable to select the brightest window of your home and then provide a little shade (curtain etc.) when the sun becomes too intense. Some people cannot find a sufficiently bright spot or perhaps they want to have violets in dark spots in the home. These folks should investigate FLUORESCENT GARDENING. Violets, Episcias and many other plants grow beautifully under fluorescent light. Complete details may be found in "An Easy Guide to African Violets", described separately.

HUMIDITY—Violets like a high humidity. This is difficult to provide in most homes. Bottom watering helps but since humidity is almost always a problem, proper watering becomes especially important. Occasional spraying of plants with warm water early in the day is helpful.

WATER—Keep soil moderately moist, neither extremely wet or dry. If you bottom water (and this is a good method) simply add water to the saucer under the pot, but allow saucer to dry completely between waterings. It is a good idea to top water occasionally (with warm water) to redistribute fertilizer in the pots.

TEMPERATURE—Violets are tropical plants and they should have a fairly warm temperature. Try to grow them in the range of 70°—75°F. during the day and 60°—65°F at night..

FERTILIZERS—Violets like a soil of medium fertility. If your plants are growing actively use a balanced feed about once a month. Soluble feeds are good, if used as directed. But guard against excessive feeding, and if plants look stunted and yellow, consider the possibility that they might be overfed. When feeding small or newly potted plants, use fertilizer at one half strength.

SOIL AND POTTING—The violets that you purchase need not be repotted for several months. However, do not let plants become "potbound". When transplanting or dividing violets, use sterilized soil. You can sterilize your own by heating to 180°F for 30 minutes. A well prepared soil should have good drainage and ample organic matter. Use Vermiculite or Perlite to "loosen" soil.

INSECTS AND DISEASES—We now have an answer to the nematode problem. These destructive little "eelworms" that damage roots and stems can be controlled by use of VC-13, new chemical discovery. Other insects can be eliminated by materials as rotenone, malathion, etc. Fermate is a good fungicide. More complete directions may be found in "An Easy Guide to African Violets." Prevention is the best cure, however, and you should make sure that all stock comes from reliable sources.

SPECIAL ADVICE ON EPISCIAS...

The exotic Episcias, like violets native of the tropics, are related to the violets and require similar conditions for growing and flowering. Remember these points however. The Episcia needs somewhat more light than a violet for best bloom and growth. The Episcia is more easily chilled than a violet and requires higher temperature. The Episcia is naturally a vine and grows best in a situation where it can make pendulous growth. They are much at home in hanging baskets, in wall brackets or on window shelves. Ample light must be given and plants should not be chilled. The Episcias in general take some extra effort, but we consider that the rewards they offer in new flower colors, fine and interesting foliage and appealing new growth habit justify the extra care that they require.

We feel sure that if you follow these rules and make experiments to determine the best conditions in your own home, you'll find that your violets and Episcias will be healthier, bloom better and be more fun, too.

REPORTS FROM OUR CUSTOMERS...

"Would like to compliment you on the way you ship violets. Mine arrived in wonderful condition."

—Mrs. J. B., Sandston, Va.

"Just a line to let you know I received my violets in wonderful shape."

—Mrs. A. W., Zumbrota, Minn.

"My violets arrived Nov. 24th in perfect condition."

—Mrs. R. H., Cottdale, Ala.

"Replacement of Spotlight was perfect. I really didn't expect you to bother about replacing one cutting."

—Mrs. E. H., Albertson, N. Y.

"Violets arrived in perfect condition."

—Mrs. L. K., San Bernardino, Calif.

"Have never seen such fine packing on shipments from any other greenhouse."

—Mrs. D. P., Washington, D. C.

This is Why We Say—"Your Satisfaction is Guaranteed"

VISITORS WELCOME...

We send wonderful plants through the mail, but there is nothing like seeing for yourself the thousands and thousands of plants that we grow. We welcome your visit. The greenhouses are open daily, including Sunday to 5 P. M. We have, of course, many varieties that we can't list in our folder . . . There's a treat in store for you at the greenhouses.


WHEN ORDERING BY MAIL...

All shipments will be made by Parcel Post unless you request otherwise. 1959 shipping season begins in MID-APRIL and continues through MID-NOVEMBER depending on the weather. All plants shipped in 2½" plastic pots.

Please send check or money order with order. No C. O. D. We pay postage on plant orders of \$8.00 or more. Please add 50¢ to help defray mailing expense on smaller orders. In case of loss or damage to plants in transit, please notify us immediately.

SPECIAL DELIVERY—add 50¢

AIR PARCEL POST (domestic)—add 50¢ per plant.

 **fischer . GREENHOUSES**
LINWOOD **NEW JERSEY**